

CLAIMS

WHAT IS CLAIMED IS:

- 5 1. A method comprising:
 finding a first link in a first page to a reciprocal site;
 determining a reciprocal page based on the first link; and
 determining whether a reciprocal link exists in the reciprocal page to the first
page.
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2. The method of claim 1, further comprising:
 if the reciprocal link does not exist, issuing a warning.
3. The method of claim 1, further comprising:
15 if the reciprocal link does not exist, removing the first link from the first page.
4. The method of claim 1, wherein the finding further comprises:
 finding at least one reciprocal tag in the first page, wherein the at least one
reciprocal tag identifies the first link.
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5. The method of claim 4, wherein the determining the reciprocal page further comprises:
 finding a return link to the reciprocal page based on the at least one reciprocal tag.
6. An apparatus comprising:
25 means for finding at least one reciprocal tag in a first page, wherein the at least
one reciprocal tag is associated with a first link to a reciprocal site;
 means for finding a reciprocal page based on the at least one reciprocal tag,
wherein the reciprocal page is at the reciprocal site; and

means for determining whether a reciprocal link exists in the reciprocal page to the first page.

7. The apparatus of claim 6, further comprising:

5 means for issuing a warning if the reciprocal link does not exist.

8. The apparatus of claim 6, further comprising:

means for removing the first link from the first page if the reciprocal link does not exist.

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9. The apparatus of claim 6, further comprising:

means for removing the first link from the first page if the reciprocal link does not exist and a number of times the reciprocal link has not existed exceeds a threshold.

15 10. The apparatus of claim 6, further comprising:

means for adding the at least one reciprocal tag to the first page based on a selected section of the first page, wherein the first link is in the selected section.

20 11. A signal-bearing medium encoded with instructions, wherein the instructions when executed comprise:

adding at least one reciprocal tag to a first page based on a selected section of the first page, wherein a first link to a reciprocal site is in the selected section;

finding the at least one reciprocal tag in the first page in response to a request to publish the first page;

25 finding a reciprocal page based on the finding the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site; and

determining whether a reciprocal link exists in the reciprocal page to the first page.

12. The signal-bearing medium of claim 11, further comprising:
issuing a warning if the reciprocal link does not exist.
13. The signal-bearing medium of claim 11, further comprising:
5 removing the first link from the first page if the reciprocal link does not exist.
14. The signal-bearing medium of claim 11, further comprising:
removing the first link from the first page if the reciprocal link does not exist and
a number of times the reciprocal link has not existed exceeds a threshold.
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15. The signal-bearing medium of claim 11, further comprising:
removing the first link from the first page if the reciprocal link does not exist and
a length of time that the reciprocal link has not existed exceeds a threshold.
- 15 16. A server comprising:
a processor; and
a storage device encoded with instructions, wherein the instructions when
executed on the processor comprise:
adding at least one reciprocal tag to a first page based on a selected section
20 of the first page, wherein a first link to a reciprocal site is in the selected section,
finding the at least one reciprocal tag in the first page,
finding a reciprocal page based on the at least one reciprocal tag, wherein
the reciprocal page is at the reciprocal site,
determining whether a reciprocal link exists in the reciprocal page to the
25 first page, and
if the reciprocal link does not exist, determining an action based on a
user-interface option.
17. The server of claim 16, wherein the action further comprises:

issuing a warning if the reciprocal link does not exist.

18. The server of claim 16, wherein the action further comprises:

removing the first link from the first page if the reciprocal link does not exist.

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19. The server of claim 16, wherein the action further comprises:

removing the first link from the first page if the reciprocal link does not exist and
a number of times the reciprocal link has not existed exceeds a threshold.

10 20. The server of claim 16, wherein the action further comprises:

removing the first link from the first page if the reciprocal link does not exist and
a length of time that the reciprocal link has not existed exceeds a threshold.